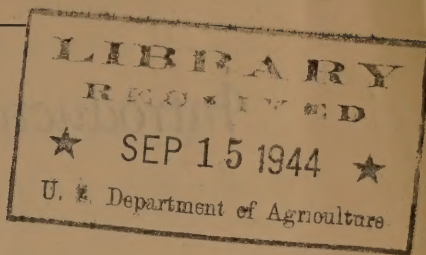


63.9

1944 AND 1945 LIST



Pockett's Choice Chrysanthemums

J. B. POCKETT

"Cowley" Nurseries

Healesville, Victoria

Australia

Sole Distributor in Australia THOS. W. POCKETT
NOVELTIES, Healesville, Victoria.

Introduction

"Cowley" Chrysanthemum Nurseries,
Healesville, Victoria.

June, 1944.

I have to thank my numerous customers for their patronage and recommendation in the past, and to state that owing to the present restricted period and the uncertain times through which we are passing, it has been necessary to forego the publication of my usual illustrated catalogue, and in its stead to issue an abbreviated list.

No trouble is too great to ensure the best stock obtainable, which is amplified by the numerous letters from successful exhibitors throughout the Commonwealth.

To avoid disappointment, kindly place your orders with me as early as possible. All orders are sent out in strict rotation at the proper time, unless advised to the contrary.

Suffice it to say nearly every exhibition variety in Australasia has been raised by Thos. W. Pockett, senr., which is a sufficient guarantee of quality.

To further the interest in this Australian achievement, and assist in raising even the present high standard, kindly send DIRECT to the SOLE Distributor in Australasia—

J. B. POCKETT,

"Cowley" Chrysanthemum Nurseries,

Healesville, Victoria.

***Signifies varieties raised by THOMAS W. POCKETT, SENR.,**

(The Pioneer Raiser), HEALESVILLE, VICTORIA.

.....

All plants are from stock grown specially for that purpose on new ground, and under perfect natural conditions second to none.

Clients requiring them for Exhibition purposes, by mentioning same, can have plants from cuttings, which will be less liable to suckering.

Those marked thus * raised by Thomas W. Pockett, senr., the Pioneer Raiser, Healesville, Victoria.

TERMS OF BUSINESS, Etc.

PLANTS READY FROM SEPTEMBER ONWARDS.

With the present shortage of labour, it may be impossible for me to handle all the varieties, and should it become necessary to substitute in a few of the kinds, I shall endeavour to give complete satisfaction.

The plants will be of the best, and, unless otherwise advised, knocked out of pots and sent by post or rail as desired.

Kindly state nearest Railway Station when ordering.

Unknown correspondents are respectfully requested to remit with order.

Remittances may be made by crossed cheque, with exchange added, or by Postal Notes, Post Office Orders, or Australian stamps should the order be for a few shillings.

Rail freight free on all orders of £1 and upwards in Victoria.

Enquiries necessitating a reply should be accompanied by 2½d. postage stamp.

Interstate and New Zealand Orders, freight extra, approx. 1/6 doz.

INDIAN AND SOUTH AFRICAN ORDERS.

Owing to the care necessary in preparing plants for India and South Africa, the rates charged will be doubled, and the minimum order £1 stg.

The best months to send from here are during November, December and January.

NOTICE

Pockett's Chrysanthemum

I, Thomas W. Pockett, of Chrysanthemum fame (late of Malvern, Victoria), the raiser and originator of the "Pockett" Chrysanthemums (so well known in the world since 1884), beg to state that my Chrysanthemum Novelties are distributed by my son, J. B. Pockett, Healesville, Victoria, who is sole distributor in Australasia.

(Signed) THOMAS W. POCKETT,
Healesville, Victoria.

Nursery closed Saturday Afternoons and Sundays.

* Signifies varieties raised by THOMAS W. POCKETT (Pioneer Raiser), Healesville, Victoria.

GENERAL LIST OF LARGE EXHIBITION VARIETIES 10d. Each Unless Otherwise Priced.

INCURVING.

- | | |
|--------------------------------------|---------------------------------|
| *Amy Johnson, Primrose, 1/-. | *Mrs. Russell Clarke, Amber. |
| *Angela Fink, Yellow. | *Mdme. Foggon, Cream, 1/- |
| *Barbara Phillips, Yellow, 1/-. | *Mrs. Honeybone, Buff, 1/- |
| Bronze Turner. | *Monda, Vieux Rose .. 1/- |
| *Coronation Buttercup, Yellow .. 1/6 | Mrs. R. C. Pulling, Yellow. |
| *E. N. Ward, Bronze. | Mrs. G. Drabble, White, 1/- |
| *E. Wilkinson, Yellow, 1/6 | Mrs. Habgood, Salmon. |
| *Elsie Jones, Yellow .. 1/6 | *Marion Austin, Bronze, 1/6 |
| *Glen Phillips, Bronze .. 1/- | *Patricia Barnett, Yellow, 1/- |
| *Harry McCraw, Yellow .. 1/6 | *Percy Lancaster, Old Rose, 1/- |
| *Helena Pockett, White. | Pink Turner. |
| *Hugh Mitchell, Crimson, 1/- | *Sir Robt. Knox, Yellow, 1/6 |
| J. S. Lloyd, Cream. | *Souvr. James Millard, |
| *Joan Comeadow, Blush, 1/6 | Crimson .. 1/- |
| *Lady Dugan, Pink .. 1/- | Surprise d'orsay, Yellow, 1/- |
| *Lady Millar, Yellow. | *The Melba, Cream. |
| *Lady Hodges, Pink .. 1/6 | *Thos. Patterson, Old Rose, 1/- |
| *Lady Huntingfield, Plum, 1/6 | Vermont, Pink .. 1/- |
| *Lady Swanson, White. | *W. H. Everard, Vieux Rose. |
| *Louisa Pockett, White. | Winifred Greenfield, |
| *Lord Somers, Yellow. | Yellow .. 1/- |
| *May Burns, Yellow .. 1/- | *Wm. Turner, White. |
| *Mrs. E. Keep, Plum .. 1/- | *Yellow Louisa Pockett. |

SEMI-INCURVING

- | | |
|--|---|
| *Alice Benson, White. | *Lady Beaurepaire, Crim-
son 1/6 |
| *Bessie Cook, Amaranth Pink. | *Miss Grassick, Bronze. |
| *B. C. Weare, Crimson. | Mrs. Woodward, Yellow, 1/- |
| Birmingham, Crimson, 1/- | *Mrs. Yehudi Menuhin,
Bronze 1/- |
| Crimson Cavell 1/- | *Mrs. E. Ingram, Buff . . 1/- |
| Clara Trueman, Orange, 1/- | *Mrs. Roger Thomson, Yellow. |
| *Coronation, Amaranth. | *Mrs. A. Aikman, White. |
| *Duke of Kent, White . . 1/6 | Majestic, Amber. |
| *Edith Alston, White . . 1/- | *Marjorie Gould, Yellow . . 1/- |
| *Edith Cavell, Bronze. | *Meudon, Pink. |
| Elva Milne, Yellow. | *Olive Lucas, Mauve . . 1/6 |
| *Gold Tips, Crimson . . . 1/- | *Polly Flitton, Bronze . . 1/- |
| *Hon. Mrs. H. E. Holme-Pott,
Bronze. | Red Majestic. |
| *H. L. Askey, Bronze, . . 1/- | *Rose Day, Pink. |
| *Hilda Veal, White . . . 1/- | *Sir Wm. Brunton, Crimson, 1/- |
| *Kathleen McCrabb, Peach
Pink 1/- | *Sir Wm. McPherson, Yellow. |
| *Lady Hyde, Pink . . . 1/- | *Thos. W. Pockett, Pink. |
| *Lilian J. Renshaw, Salmon. | *W. Millar, Amaranth, . . 1/- |
| *L. J. Adam, Salmon . . 1/- | |

REFLEXING

- | | |
|---------------------------------|---|
| *A. Ghosh, Heliotrope. | *Lady Knox, Pink, . . . 1/- |
| *Autumn Tints, Buff. | *Mdme. M. Stirling, Crim-
son, 1/- |
| *Coronation, Pink. | *Mrs. E. Alston, Yellow. |
| *Coronation, Rose 1/- | *Mrs. Reuter, White. |
| *Coronation, Yellow . . . 1/- | *Mrs. A. J. Weller, Bronze. |
| *Dr. Leslie, Red 1/- | *Nellie Mitchell, Yellow, 1/- |
| *Duchess of Kent, Pink. | *Pockett's Crimson. |
| *Carrie White, White. | Remus, Deep Rose . . . 1/- |
| *Golden Champion, Yellow. | *Robt. Eadie, Shell Pink. |
| *Gwennie Lafford, White, 1/- | *Sylvia Green, Mauve, . . 1/- |
| Henry Trueman, White, 1/- | *Terra Cotta. |
| Henry Woolman, Crimson, 1/- | *Tom Purvis, Red 1/- |
| *Harry Furlonger, Pink, 1/- | |
| *Lady Frank Clarke, Yellow, 1/- | |

NOTE.—MY COLLECTION OF 24 RELIABLE EXHIBITION
VARIETIES WILL BE SENT WITHIN VICTORIA FOR £1.
FREIGHT FREE ON RAIL. INTERSTATE FREIGHT EXTRA.

DECORATIVE GARDEN OR MARKET VARIETIES.

10d. Each, Unless Otherwise Priced.

March and Early April Flowering.

Candida, White 1/-
Blanche du poitou, White.
*Coronation Gold, Bronze.
*Edith Alston, White, .. 1/-
*Gladys Brill, White .. 1/-
*Healesville, Cream.
*Isobel Lenne.

*Mrs. S. Bradshaw, Yellow.
*Mrs. R. Argyle, Bronze.
Orange Queen 1/6
Rayonnante, Pink .. 1/-
Rose Chochard, Mauve.
*Ruby Harvey, Yellow.

April and May Flowering.

*Alec Aikman, Chestnut.
*Annie Curry, Orange .. 1/-
*Coralie, Shell Pink .. 1/-
Chieftain, Pink.
*Elvie Pockett, Yellow .. 1/-
*Golden Bell, Yellow.
*Hon. W.H. Edgar, Crimson, 1/-
Jean Pattison, Bronze .. 1/-
*Jubilee Purple .. 1/-
Kuwatha, Pink.
*Marcella, Blush.
*Mr. T. Slack, Red .. 1/-
Mdme. E. Roger, Green, 1/-
*Mary Newton, White .. 1/-

*Miss Dennis, Pink.
*Mrs. F. Hutt, Sulphur .. 1/-
*Nellie Godwin, Pink .. 1/-
*Mrs. Milton Gray, Cream, 1/-
*Pamela, Vieux Rose.
*Peggy Gamble, Bronze, 1/-
Radiant, Red.
*Rosie, Lilac Pink.
Source d'or, Bronze.
*Vanda Morris, Bronze.
*Wm. Renshaw, Pink.
*W. J. Jones, Bronze.
*Waratah, Vieux Rose.

Late Flowering

Devon, Bronze, .. 1/-
Crimson Amaranth.
Friendly Rival, Yellow, 1/6
*Healesville Sunset.
Lilian B. Bird.
*Lorna, Rosy Amaranth, 1/6
*Lady Isaacs, Yellow .. 1/6
Molly Buckley, Bronze, 1/-
*Joan, Pink .. 1/-

*Nellie Pockett, White.
*Mrs. Sidney Myer, Amber, 1/6
*Pockett's Late Bronze.
Red Admiral, Red 1/6
*Ruby Jones, Yellow.
*Sir Frank Clarke, Chestnut, 1/6
*Wilma, Reddish Amaranth, 1/-
White Lilian Bird.
Winter Cheer, Pink.

NOTE.—MY COLLECTION OF 24 RELIABLE DECORATIVES
WILL BE SENT WITHIN VICTORIA FOR £1.
FREIGHT FREE ON RAIL. INTERSTATE FREIGHT EXTRA.

SINGLES.

10d. Each Unless Otherwise Priced. Large Exhibition.

*Caramut, Red 1/-
 *Ernie Gibson, Red . . . 1/-
 *Healesville Bronze.
 Hon. E. Smith, Pink . . . 1/-
 Healesville Beauty, Pink.
 *Jessie Dawborn, Orange, 1/-
 *Mrs. A. J. Whitcher,
 Orange, 1/-
 *Mrs. R. Eadie, Bronze . . 1/-
 *Mrs. J. George, Yellow.
 *Mrs. Eddington, Amber . . 1/-
 *Mrs. Leslie Jordan, Amber, 1/-
 *Mrs. Chas. Stanley, Crim-
 son 1/-
 *Mrs. Rogers, Amaranth 1/-

*Mrs. J. T. Smith, Bronze.
 *Mrs. N. Reed, Golden Amber.
 *Mrs. Channin, Orange, 1/-
 Molly Godfrey, Rose Pink.
 Margot Grahame, Terra
 Cotta 1/-
 *Miss Moreland, White.
 *Mabel Sutherland,
 Bronze 1/-
 Nona, White.
 *Robin Hood, Red . . . 1/-
 *Red Rover, Red . . . 1/-
 *Thelma Jury, Orange
 Yellow 1/-
 *Vera Wade, Pink . . . 1/-

Medium Exhibition.

*Clarice McLean, Amber.
 *Catherine Dawson, Bronze, 1/-
 *G. R. Gould, Yellow . . . 1/-
 Gorgeous, Bright Crimson.
 *Lilian Grant, Pink . . . 1/-
 *Lilian Hyslop, White.
 *Miss Murton, Yellow.
 *Mary McDermott, Pink 1/-

*Mrs. T. B. Willis, Terra
 Cotta 1/-
 Mrs. W. Buckingham, Pink.
 Mensa, White.
 Pink Mensa.
 *Shirley Higgins, Crimson.
 Yellow Mensa.

NOTE.—MY COLLECTION OF 24 SINGLES WILL BE SENT
 FREIGHT FREE ON RAIL WITHIN VICTORIA FOR £1.
 INTERSTATE FREIGHT EXTRA.

Anemone Centred Varieties

1/- Each.

*Alice Dunevan, Orange.
*Alice Searle, Terra Cotta.
Beautiful Lady, Pink.
Caleb Cox, Amber.
Ethel Anderson, Beige.
Godfrey's Perfection, White.

*Herbt, Dickens, Amber.
Large Pink Anemone.
*Stella, Pale Pink.
Tusmore Pink.
Vernon Whittenbury, Purple.
W. J. Patterson, White.

Hairy Varieties.

1/- Each Unless Otherwise Priced.

Louis Boehmer, Pink.
Mrs. C. B. Freeman, Yellow.
White Louis Boehmer.

Wm. Falkner, Blush.
Hairy Wonder, Bronze, 1/6

Osprey Chrysanthemums

1/- Each.

*Charmiam, Magenta.
*Celia, Yellow.
*Juliet, Pearly Pink.

*Marina, Lilac.
*Romeo, Brown.



CHOICE Chrysanthemum Novelties

For 1944,

RAISED BY THOMAS W. POCKETT, SENR.
and distributed by

J. B. POCKETT,

"Cowley" Nurseries, Healesville, Vict.,

(Sole Distributor in Australasia)



These new Chrysanthemums are of outstanding merit and quite distinct from all previous introductions. The decorative qualities alone of this set will be a feature to be remembered.

*DAME ENID LYONS—Perfectly formed white decorative, suitable for any purpose, flowering from the end of March until end of April. A wonderful keeper. Award of Merit R.H.S. 5/- each

*Cr. T. S. NETTLEFOLD—Pure yellow and beautifully incurved. A large late decorative flowering from the middle of May until the middle of June 5/- each

*Mrs. EDWARD CAMPBELL—Very large, pure white decorative for June, flowering quite distinct and attractive. On opening, the centre has a decided waxy appearance with green shading. 5/- each.

*SAY EDGAR—A distinct reflexing large full decorative. Color may be described as Royal Purple, with silvery reverse. Flowering during April and May. 5/- each

*Mrs. ADA PHILLIPS—Large, full, intense yellow, suitable for any purpose. For exhibition, select first crown early in February. Later buds give attractive whorled blooms for decoration 5/- each

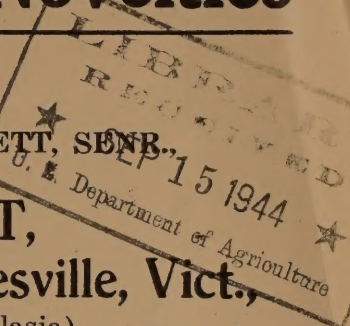
*MADGE GUNNER—A delicate shell pink color and a perfectly full flower under all conditions. Semi-incurving. For exhibition, select buds about 16th February 5/- each

*ADA WHITCHER—A beautiful satin-like white decorative or incurved, that was greatly admired, and received the Award of Merit for the best new decorative; perfectly full, and a wonderful keeper; flowering from middle of April until end of May 5/- each

*JEAN JONES—A large single of a deep red color. Strong growth and free flowering 2/6 each

Note:—These Plants Available at RETAIL Prices Only.

* denotes varieties raised by Thomas W. Pockett, Healesville.



THE ORIGIN OF

Pockett's Chrysanthemums

BY THE ORIGINATOR :

THOMAS W. POCKETT.



J. B. POCKETT, "COWLEY" CHRYSANTHEMUM NURSERIES,
HEALESVILLE, VICTORIA.

HEADQUARTERS FOR POCKETT'S CHRYSANTHEMUMS.

LOOKING BACKWARDS.

Victoria's Chrysanthemum Jubilee

AS it is fifty-nine years ago last April that the first Chrysanthemum Show was held in Melbourne and I had the honour of being the largest exhibitor, it may be pardonable to refer to "The Leader" of that date—"Pockett showed upwards of fifty plants in all. There was a very large and fine display of cut blooms of Chrysanthemums, in which he took by far the lead, his blooms being of immense size, among the best in the show section, many of them being close upon five inches in diameter, while some of the Japanese measured fully six inches across." "The Leader," May 10. 1884:—"As regards the flowers individually, no improvement can be desired on some of those shown, and we question if finer flowers than those staged by Mr. Pockett could be anywhere seen."

It is with pride that I look back on the early days and think of the then popular varieties, and now to realise the change in ideals and trust that with continued appreciation of the flower-loving public I may still be enabled to continue on lines that will improve on what may appear an impossible task.

I respectfully take this opportunity of thanking those so kindly disposed towards my work in the new creations now so well known in Australasia, Europe, America and South Africa (where I have representatives that control my novelties), also the sympathetic flower-lovers of the world, and so long as I am blessed with ordinary intelligence my motto and aim will be "To Advance."

The first Chrysanthemum Show in Australia to create surprise was held in the Horticultural Hall, Melbourne, in 1884; further shows were held, also conferences dealing with new varieties. In 1900 the greatest prominence was obtained overseas with my varieties, notably "Nellie Pockett" and others, the former obtaining 22 First-Class Certificates in England and France, also capturing the Medal at Edinburgh for the best new variety. Most of the Medals for new varieties were subsequently awarded to those of my raising until the Great War terminated that once popular Chrysanthemum Show, the last Medal being awarded to the variety "Edith Cavell," still popular wherever Chrysanthemums are grown.

With the ever-increasing demand, especially by florists and exhibitors, there is no limit to the possibilities, consequently I predict that the highest standard of excellence will still be maintained for some time to come.

The novelties distributed in recent years are sufficient evidence of the extraordinary advance that has been made, viz., Lady Dugan, Sir Robert Knox, Lady Knox, Tom Purvis, Patricia Barnett and May Burns will remain for some time as outstanding exhibition kinds.

Further batches of new varieties in the various sections are already in sight, and will necessitate many of the older kinds to be discarded. This will also apply to that popular section known as Decoratives, which for hardiness and free flowering qualities will cause them to be grown more extensively than ever for Exhibition, Market, Florists, and home decoration.

Cultivation of Chrysanthemums.

In response to many requests for information on the successful growing of Chrysanthemums, the following brief notes will be useful for beginners:—

Cuttings or suckers may be inserted from June until September to give good results.

An eastern aspect, sheltered from strong winds and where afternoon sun is excluded, is the most suitable place for striking in pots, beds or boxes.

To grow healthy plants it is advisable to plant in new ground, or add a fair proportion of new soil every year; for preference, a fibrous, but rather retentive, soil that is well drained, and where the plants will have, say, two-thirds of the natural sunlight. A good dressing of manure and bone dust should be incorporated into the soil. Very sheltered and shaded positions favour unripened growth, which is subject to aphids and other pests.

If extra large blooms are intended, and attention and water be available, raised beds are preferable. These may be constructed as follows:—Select an open, airy position, sheltered from strong winds, and where there is no possibility of bad drainage; arrange the beds for preference east and west. Construct beds 3 feet wide by placing boards 9 inches by 1 inch on edge for the sides; well ram the bottom if not already of a solid formation, then give a heavy coating of lime. Soil should be 4 parts good turfy loam, 1 part partly-decayed horse manure, 1 part ashes from smouldering rubbish fire, and a 3-inch pot full of bone dust to each barrowful, also a similar quantity of lime. The whole should be put into a stack a month previous, and turned at least once. Select a time when the soil is between wet and dry, then fill up between boards to within an inch of the sides. Tread it well, so as to leave same about 3 inches below the top of the boards. If intended to plant in September, place the plants in two rows 9 inches from the board and 18 inches apart, but if planting be intended in, say, November, they may be placed 1 foot apart.

Plants from cuttings are always preferable for beds, as they throw up less suckers and have a better root system. After having planted into beds, say, for two or three weeks, it is wise to nip out the tips to make them all break uniformly. As the plants become well established they require far more water and attention than those in the garden.

Most of the early planted ones may be kept to three stems, whilst those planted later may have two. Some varieties form buds very freely, others do not, and, owing to our climate favouring continuous growth during the summer, there is no recognised rule that can be generally adopted with regard to the number of breaks made, consequently the most reliable plan is to select the buds at a time best suited for each individual variety to give the best results, bearing in mind that the less buds allowed to develop on individual plants, the later the bud selection should be.

Another important matter in regard to firm wood, viz., buds may be selected earlier in this respect than would be safe on softer growth. Whenever it be the desire to excel in size, etc., there is always the

risk of failure, hence the necessity of knowing each individual variety to avoid same. Those desirous of growing blooms that will keep, when cut, a long time in water, or for exhibiting at the shows, should grow a limited number in tins, pots or other receptacles; they may then be transferred (when partly out) to a covered structure, a glass-house for preference, but a verandah, calico covering, etc., will answer the purpose. Many varieties, such as "Golden Champion," "Sir W. Brunton," "Autumn Tints," "Edith Cavell," "Lady Swanson" and "Louisa Pockett" grown this way may have buds selected several days before those grown in beds, and, although the flowers will not develop any earlier, they will have greater substance, and the lower petals retain their colour and freshness. Of course, liquid manure and top dressing must be used more freely than recommended below.

The approximate dates for bud selection have appeared in my general catalogue from time to time, but owing to the necessity of conserving paper supplies, for the present I am unable to publish dates in detail.

Top dressing, composed of compost referred to above, with an equal quantity of horse manure, may be applied, say, half an inch thick over the beds towards the end of January, should plants show signs of being starved, and again after the buds have been secured. See that the plants do not suffer for want of water during the growing season.

Liquid manure should be sparingly used, and only after buds are say, three-quarters of an inch in diameter. Perhaps the safest is cow manure, with a little coal soot added. This is best placed in a bag, then immersed in a barrel of water. When applying, dilute it to the colour of weak tea, and use twice a week. If further assistance be necessary, use sulphate of potash, viz., ½-oz. to each gallon of water, but cease when the petals are showing colour, unless you feel confident of the varieties that will benefit by it.

Attend to staking and tying, etc.

If a light framework be used with a view of covering, it is best to use good quality calico on a roller for rolling down on wet or very sunny days, and also for keeping heavy dew off the blooms at night.

Early flowering Decoratives or Market Varieties need not have so much attention. An open, airy position, and any ordinary soil that has been well manured previously, will be suitable for most of them. Unless flowers are required early, they may be shortened back to within, say, 4 inches of the ground at the end of December. Most of the varieties will be of a bushy habit, and will carry a mass of flowers from early March onwards. Where choice, medium-sized blooms are required for house decoration, etc., they should be disbudded, and the same treatment will apply to many of the single varieties. The public taste for flowers, combined with quality, is more pronounced than ever, and the varied colours and types of the Up-to-Date Decoratives will be much appreciated.

J. B. POCKETT, "COWLEY" CHRYSANTHEMUM NURSERIES,
HEALESVILLE, VICTORIA.
HEADQUARTERS FOR POCKETT'S CHRYSANTHEMUMS.